

## CLAIMS

What is claimed is:

1. A method for a newsletter subscription system of a multimedia messaging service comprising:
  - 5 viewing a list of available electronic newsletters in a subscription portal, by a subscriber;
    - selecting to subscribe to at least one of the available electronic newsletters, by the subscriber;
    - obtaining content of the subscribed electronic newsletters and a list of subscribers
  - 10 according to delivery time, by a push portal;
    - sending the newsletter content according to the list of subscribers by the push portal, to a multimedia messaging service center via a common service platform; and
    - sending the newsletter content to each subscriber's mobile phone, by the multimedia messaging service center.
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2. The method for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, before the subscriber can use wireless application protocol (WAP) via a mobile phone to enter the subscription portal and proceed with subscribing, the subscriber has to login through an authorization server.
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3. The method for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, before the subscriber can use the world wide web via a computer to enter the subscription portal and proceed with subscribing, the subscriber has to login through an authorization server.
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4. The method for a newsletter subscription system of a multimedia messaging service of claim 1, whereby when the subscriber subscribes to the electronic newsletters in the subscription portal, the subscription portal switches operation to a newsletter content provider according to a selected type of newsletter.

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5. The method for a newsletter subscription system of a multimedia messaging service of claim 4, whereby the subscriber can choose the delivery time when subscribing to the electronic newsletters.

10 6. The method for a newsletter subscription system of a multimedia messaging service of claim 4, further comprising:

whereby, after the subscriber completes the subscription, the content provider sends subscription data according to a selected type of newsletter, to the common service platform to be used as subscriber login data; and

15 whereby, after logging in, the subscription portal requests the common service platform to send the subscription data and displays the data on the subscription portal.

7. The method for a newsletter subscription system of a multimedia messaging service of claim 1, further comprising:

20 whereby, the subscriber can use unstructured supplementary service data protocol (USSD) via a mobile phone to enter the subscription portal and proceed with subscribing;

whereby, the subscription portal displays a code for newsletters, in order for the subscriber to select; and

whereby, after completing subscription operation, the subscription portal sends the subscription data according to selected newsletter type to the content provider unit of the chosen newsletter.

5     8.     The method for a newsletter subscription system of a multimedia messaging service of claim 1, whereby the push portal can also control newsletter transmission flow, and the push portal can only have one setting at a time as a transmission channel to transmit electronic newsletter content and each transmission channel can only send to one subscriber.

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9.     The method for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, when the common service platform receives the content of the electronic newsletters from the push portal, the common service platform sends a reply to the push portal.

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10.    The method for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, when the multimedia messaging service center receives the content of the electronic newsletters from the common service platform, the multimedia messaging service center sends a reply to the common service platform.

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11.    The method for a newsletter subscription system of a multimedia messaging service of claim 1, whereby the content of the electronic newsletters in the content provider is a compressed files.

12. The method for a newsletter subscription system of a multimedia messaging service  
of claim 11, whereby the compressed file is in zip format.

13. The method for a newsletter subscription system of a multimedia messaging service  
5 of claim 1, whereby the content provider is located remotely.

14. The method for a newsletter subscription system of a multimedia messaging service  
of claim 1, whereby, the subscriber can view a list of newsletters already subscribed to, on  
the subscription portal.

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